4. (Previously Amended) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) at least one set of projecting and recess structures on the left-side tray wall and left-side case wall and at least one set of projecting and recess structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

5. (Previously Amended) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a groove having closed ends along each of the left-side and right-side case walls, and at least three spaced-apart projecting structures on each of the left-side and right-side tray walls adapted to be positioned in the groove of each of the left-side and right-side case walls, respectively, wherein two of the three spaced-apart projecting structures on each of the left-side and right-side walls are sufficient to retain the tray on the case and guide the tray to slide forward or backward on the left-side and right-side walls of the case.

6. (Original) The storage device according to claim 5, wherein the three spaced-apart projections are quarter-spherical in shape.

7. Previously canceled

8. Previously canceled

9. Previously canceled

10. (Currently Amended) The storage device according to any one of claims 4-6, wherein the left side and the right side of the case are shorter than the back side and front side of the case.

11. Previously canceled

12. Previously canceled

13. Previously canceled

14. Previously canceled

15. Previously canceled

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48. Previously canceled

49. Previously canceled

50. Previously canceled

51. Previously canceled

52. Previously canceled

53. (Currently amended) The storage device according to any one of claims 4-6, wherein the tray further comprises: front-side and back-side tray walls, such that, when the tray is retained on the case, the central tray wall can be spaced apart from the bottom case wall and a printed media can be retained between the bottom case wall and central tray wall by the left-side, right-side, front-side, and back-side tray walls.

54. (Previously amended) The storage device according to claim 53, wherein the height of the front-side tray wall does not prevent inserting the disc media into the cavity through the opening in the front side of the case.

55. Previously canceled

56. Previously canceled

57. Previously canceled

58. Previously canceled

59. Previously canceled
60. Previously canceled
61. Previously canceled
62. Previously canceled
63. Currently Canceled
64. Currently Canceled
65. Currently Canceled
66. Currently Canceled
67. Currently Canceled
68. Currently Canceled
69. Currently Canceled
70. Previously canceled
71. Previously canceled
72. Previously canceled
73. Previously canceled
74. Previously canceled
75. Previously canceled
76. Previously canceled
77. Previously canceled
78. Previously canceled
79. Previously canceled

80. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall,

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough,

(iv) front-side and back-side tray walls, such that, when the tray is retained on the case, the central tray wall can be spaced apart from the bottom case wall and a printed media can be retained between the bottom case wall and central tray wall by the left-side, right-side, front-side, and back-side tray walls; and

(c) a means for retaining the tray on the case.

81. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape, wherein when the tray is positioned on the case, the tray does not prevent inserting the disc media into the cavity through the opening in the front side of the case;

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall,

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough,

(iv) front-side and back-side tray walls, such that, when the tray is retained on the case, the central tray wall can be spaced apart from the bottom case wall and a printed media can be retained between the bottom case wall and central tray wall by the left-side, right-side, front-side, and back-side tray walls; and

(c) a means for retaining the tray on the case.

82. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media,

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape, wherein when the tray is positioned on hte

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall,

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough,

(iv) front-side and back-side tray walls, such that, when the tray is retained on the case, the central tray wall can be spaced apart from the bottom case wall and a printed media can be retained between the bottom case wall and central tray wall by the left-side, right-side, front-side, and back-side tray walls; and

(c) a means for retaining the tray on the case.

83. (New) The storage device according to any one of claims 80-82, wherein the height of the front-side tray wall does not prevent inserting the disc media into the cavity through the opening in the front side of the case.

84. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape, wherein when the tray is positioned on the case, the tray does not prevent inserting the disc media into the cavity through the opening in the front side of the case,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a means for retaining the tray on the case comprising at least one set of projecting and recess structures on the left-side tray wall and left-side case wall and at least one set of projecting and recess structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

85. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side, wherein the left side and the right side of the case are shorter than the back side and front side of the case,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a means for retaining the tray on the case comprising at least one set of projecting and recess structures on the left-side tray wall and left-side case wall and at least one set of projecting and recess structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

86. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a means for retaining the tray on the case,

wherein the means for retaining the tray on the case further comprises: a means for selectively moving the tray between a closed position on the case and an open position, such that when the tray is in the open position, printed media can be selectively inserted or removed from between the case and the tray,

wherein the means for selectively moving the tray on the case further comprises: a means for sliding the tray relative to the case between the closed position and the open position, and

wherein the means for retaining the tray on the case further comprises: at least one set of projecting and groove structures on the left-side tray wall and left-side case wall and at least one set of projecting and groove structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

87. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape, wherein when the tray is positioned on the case, the tray does not prevent inserting the disc media into the cavity through the opening in the front side of the case,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a means for retaining the tray on the case,

wherein the means for retaining the tray on the case further comprises: a means for selectively moving the tray between a closed position on the case and an open position, such that when the tray is in the open position, printed media can be selectively inserted or removed from between the case and the tray.

wherein the means for selectively moving the tray on the case further comprises: a means for sliding the tray relative to the case between the closed position and the open position, and

wherein the means for retaining the tray on the case further comprises: at least one set of projecting and groove structures on the left-side tray wall and left-side case wall and at least one set of projecting and groove structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

88. (New) A storage device for a disc media, the storage device comprising:

(a) a case, the case comprising:

(i) bottom, top, left-side, right-side, and back-side case walls defining a generally rectangular, box-like shape having a bottom, top, left side, right side, back side, and front side, wherein the left side and the right side of the case are shorter than the back side and front side of the case,

(ii) a cavity defined inside the case walls that is at least sufficient to accommodate the disc media, and

(iii) an opening defined in the front side of the case, the opening being at least sufficient for inserting the disc media edgewise into the cavity;

(b) a tray, the tray comprising:

(i) central, left-side, and right-side tray walls defining a generally rectangular, tray-like shape,

(ii) the left-side and right-side tray walls being sufficiently spaced apart such that the left-side and right-side case walls of the case can be positioned between the left-side and right-side tray walls and with at least sufficient clearance such that sheet label material can optionally be positioned between the left-side tray wall and the left-side case wall and between the right-side tray wall and the right-side case wall, and

(iii) at least a portion of each of the left-side and right-side tray walls being at least sufficiently transparent to see sheet label material therethrough; and

(c) a means for retaining the tray on the case,

wherein the means for retaining the tray on the case further comprises: a means for selectively moving the tray between a closed position on the case and an open position, such that when the tray is in the open position, printed media can be selectively inserted or removed from between the case and the tray,

wherein the means for selectively moving the tray on the case further comprises: a means for sliding the tray relative to the case between the closed position and the open position, and

wherein the means for retaining the tray on the case further comprises: at least one set of projecting and groove structures on the left-side tray wall and left-side case wall and at least one set of projecting and groove structures on each of the right-side tray wall and right-side case wall, the structures cooperating to retain the tray on the case.

89. (New) The storage device according to any one of claims 86-88, wherein the groove structures are parallel to the left-side and right-side case walls.